

Creative Placemaking



Creative Placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.

Creative Placemaking

Animates Public & Private Spaces

Rejuvenates Structures and Streetscapes

Improves Local Business Viability and Public Safety

Brings Diverse People Together to Celebrate, Inspire, and be Inspired



Components of Successful Placemaking Initiatives

Creative Initiators

Designing Around Distinctiveness

Mobilizing Public Will

Garnering Private Sector Support

Securing Arts Community Engagement

Challenges for Creative Placemaking

Forging and Sustaining Partnerships

Countering Community Skepticism

Assembling Adequate Financing

Clearing Regulatory Hurdles

Ensuring Maintenance and Sustainability

Avoiding Displacement and Gentrification

Developing Metrics for Performance and Evaluation

Liza Zenni Chilhowee Park Mural



6th Avenue Mural Project – Facebook Page



Design Contest



Process



Over 100 people from the local community came out to celebrate the completion of the 6th Avenue Mural.



Jennifer Reynolds

Mailbox Decoration Contest

Timbercrest Neighborhood Association presents the 1st annual



Patriotic Mailbox Decorating Contest



Show off your red, white, and blue for Independence Day!

A Grand Prize and 2 Honorable Mention prizes will be awarded!
Decorate early to show your patriotism - Judging will be Saturday July 2nd

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More info at www.TimbercrestNeighborhood.org or on Facebook at Timbercrest Neighborhood





Some Things to Think About...

What are your neighborhood's needs?

What opportunities can be taken advantage of?

What aspects of your neighborhood would you like to improve?

What are assets in the neighborhood?

What do you need to accomplish the project?

What skills of neighbors can be utilized?

What resources are already available?

Who can you reach out to for resources?

What is a timeline for the project?

Links to Placemaking How to Guides

- **Center for Community Progress:**
http://action.communityprogress.net/p/salsa/web/common/public/signup?signup_page_KEY=7615
- **Vacant Lot Field Guide:**
<http://detroitfuturecity.com/tools/a-field-guide/>
- **Memfix Placemaking Guide:**
<http://memfix.org/wp-content/uploads/2014/02/MEMFix-Manual-Final.pdf>
- **Build a Better Block Project Guide:**
<http://betterblock.org/blog/category/recipes/>

Funding

http://www.knoxvilletn.gov/government/city_departments_offices/neighborhoods/neighborhood_small_grants_program

Some other potential sources of funding are:

City Councilman 202 funds

City of Knoxville Parks and Recreation Department Challenge grant

Crowdfunding

Potential partners:

Great Schools Partnership

Arts & Culture Alliance

Knox County Health Department

Local Businesses with an interest in the neighborhood

Neighborhood churches

CAC AmeriCorps

Please reach out to the Office of Neighborhoods if you need assistance and guidance with a project.